

What is claimed is:

1. A method for targeting advertising, including:
 - storing advertisement targeting information on a client; and
 - selecting at the client an advertisement for display based upon the advertisement targeting information stored at the client.
2. A method for targeting advertising, including:
 - receiving information provided by a client;
 - selecting an agent based upon the information provided by the client;
 - sending the selected agent to the client, wherein the agent is adapted to select an advertisement at the client based upon information stored at the client.
3. A method for targeting advertising, including:
 - receiving information about a recipient;
 - selecting an agent based upon the information received about the recipient;
 - sending the selected agent to a client, wherein the agent is adapted to select an advertisement based upon private information stored at the client.
4. A method for targeting advertising, including:
 - sending an agent to a client;
 - receiving an advertisement request from an agent, wherein the request is based upon information stored at the client;
 - sending an advertisement to the client based upon the advertisement request.